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UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In re Application of:	)	Examiner: Johnson, Alan M.
Isaac BENTOLILA *et al.*	)	
	)	Group Art Unit: 2623
For: SYSTEM AND METHOD FOR	)	
BEHAVIORAL MODEL CLUSTERING IN	)	
TELEVISION USAGE, TARGETED	)	
CLUSTERING, AND PREFERENCE	)	Response to the Office Action
ADVERTISING VIA MODEL PROGRAMMING	)	Dated May 1, 2006
BASED ON BEHAVIORAL MODEL CLUSTERS	)	
	)	
Application No.: 10/043,698	)	
	)	
Filed: January 9, 2002	)	
	)	

RESPONSE TO THE OFFICE ACTION DATED MAY 1, 2006

MS Amendment
Commissioner of Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir/Madam:

This is a Response to the Office Action dated May 1, 2006. Reconsideration is

respectfully requested in view of the following amendments and remarks.

The Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.